



VG News: Virginia Tourism Industry Surpasses Green Businesses Goal Sixty tourism businesses across Virginia go green in April to answer Governor's

On March 31, Governor Timothy M. Kaine kicked off *Virginia Green Travel Month* with a challenge to Virginia's tourism industry to recruit 40 new green businesses in April. We are proud to announce that 60 tourism businesses received Virginia Green certification in April. New participants from across the commonwealth joined the program; several groups emerged as leaders in this recruitment effort. Crestline Hotels made a commitment to have all its 24 Virginia hotels facilities green certified. The City of Virginia Beach held a Virginia Green expo and recruited nearly 20 new participants. Governor Kaine issued the challenge of 40 new green businesses in honor of the 40th anniversary of *Virginia is for Lovers*, the state's iconic tourism slogan. "I am proud of Virginia's tourism industry for stepping up and meeting my challenge for new Virginia Green businesses," said Governor Kaine. "Virginia will continue to expand and improve the Virginia Green program to keep a strong focus on preserving the environment." Other newly-certified participants include [Southeast Expeditions](#) in Cape Charles, [Clairborne House B&B](#) in Rocky Mount, and [Peaks of Otter Lodge](#) in Bedford.

Spotlight: Purchasing Green Power

The purchasing of green power for your business presents itself as an exciting opportunity to reduce your company's overall environmental impact (reducing greenhouse gas discharges and contributing to the improvement of our national energy security). Additionally, renewable energy sources can provide immense economic benefits. Green power involves the use of a renewable energy source (i.e. wind, geothermal, solar, hydroelectric, and biomass) to provide emissions-free power to a facility. At this point in time, over 50% of retail customers in the US have the option to buy into a green power program.

If you are interested in linking into the "grid" with numerous other leading Fortune 500 companies, check out this source for [green power products](#) available in Virginia and nationwide. There are many options available. Additionally, the EPA offers the opportunity to join into their [Green Power Partnership Program](#). In joining this program, a company can receive advice to help your business in choosing the best option for a green power source. Currently, there are 1,100 organizations in this program, purchasing about 16 billion kilowatt-hours (kWh) per year. For each kWh of green power consumed by a business, over one pound of carbon dioxide emissions are avoided. Virginia Green member [The Java Shack](#) in Arlington has set a great example in going above and beyond in keeping a commitment to staying environmentally friendly. They are powered in full by a wind energy source! (Sources: [DEQ's Virginia Information Source for Energy website](#), [EPA Green Power Partnership](#))



Next month's Spotlight column will explore solid waste reduction. If your facility has a success story to share, please respond by the end of June to [virginia-](#)

Executive Order 82: Greening Virginia's State Government

On June 10th, Governor Tim Kaine issued [Executive Order 82](#): Greening of State Government. The Order expands current efforts to encourage and set standards for state governmental agencies to “go green” and implement sustainable practices in their everyday habits and promotes the “continual improvement in the Commonwealth’s sustainability practice.” It requires every executive branch agency and institution to notify DEQ’s Office of Pollution Prevention that they intend to develop an Environmental Management System or adopt and post on their website policies relating to energy usage, water usage, reduction of waste, and efforts to expand environmentally-friendly travel options by July 1 of next year.

Executive Order 82 serves as an exciting challenge to Virginia agencies and institutions to implement practices to reduce their environmental impacts and ultimately reduce the long-term cost of government operations. Some examples of these practices include meeting the “Virginia Energy Conservation and Environmental Standards” for building construction and renovation, and revising procurement standards and practices for appliances, equipment, vehicles, copier paper and fuel. Executive Order 82 also emphasizes energy efficiency goals, sets goals for telecommuting requirements and bans the purchase of individual serving-sized water bottles except under certain circumstances. In addition, with this Order, **any state meeting attended by 50 or more people not held at a state facility must be held at a “Virginia Green” facility unless granted permission to select another site by the Chief of Staff.** Also when holding meetings, agencies are required to minimize the use of paper and avoid disposable materials unless biodegradable or recyclable to the greatest extent possible.

Remember, we love to get your feedback! Please keep your comments and content suggestions coming in to viriniagreen@deq.virginia.org!

Important Virginia Green Websites:

www.deq.virginia.gov/p2/viriniagreen: The Department of Environmental Quality’s site which currently includes applications and member profiles.

www.virginia.org/green: The Virginia is for Lovers Virginia Green page, which includes trip ideas, upcoming events and other green travel information for visitors.

Virginia Green is a voluntary self-certification program for the Commonwealth’s hospitality and tourism industry intended to reduce the industry’s environmental footprint while promoting its economic sustainability. It operates as a partnership between the Virginia Tourism Corporation, the Virginia Department of Environmental Quality and the Virginia Hospitality and Travel Association. To remove your name from our mailing list, please [click here](#). or call 804-698-4172.

